

Abstract

Topic: Trends marketing on social networks and their use in sport

Objectives: The main objective is Diploma thesis is a study of current trends in marketing on social networks toward use in sports.

Methods: In thesis were analyzed current trends in marketing on social networks with application to sport and used to analyze methods of monitoring, observation. Further, it was in sports topic also used semi structured interview with the PR managers of sports organizations and a questionnaire survey among people related to sport.

Results: The result of this Diploma thesis is a conceived predictions and recommendations marketing trends on social networks for sport.

Key words: Interview, marketing, marketing trends, social networks, sport marketing.